

We Claim:

1. (original) A packaged article comprising:
 - a) a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface; and
 - b) a lenticular label having a front face and a rear face, wherein the front face of the lenticular label comprises a multidimensional image, and wherein the front face of the lenticular label is adhered in a facing relationship to the second surface of the substantially transparent container.
2. (original) A packaged article according to claim 1, wherein the multidimensional image imparts to a viewer at least one visual illusion, wherein said visual illusion is selected from the group consisting of depth, motion, flipping, zooming, and morphing.
3. (original) A packaged article according to claim 2, wherein said visual illusion is viewable by a viewer at a viewing distance which allows said viewer to perceive said visual illusion when said packaged article and said viewer move relative to one another.
4. (original) A packaged article according to claim 3, wherein said viewing distance is about 30 cm to about 91 cm.
5. (original) A packaged article according to claim 3, wherein the lenticular label further comprises a plurality of lenticules substantially parallel to said longitudinal axis, and wherein said visual illusion is viewable by a viewer when said packaged article is rotationally translated by said viewer about said longitudinal axis.
6. (original) A packaged article according to claim 3, wherein the lenticular label further comprises a plurality of lenticules substantially parallel to said longitudinal axis, and wherein said visual illusion is viewable by a viewer when said packaged article is horizontally translated perpendicular to said longitudinal axis.

7. (original) A packaged article according to claim 1, wherein the substantially transparent container is made of a material selected from the group consisting of polyethylene terephthalate, polystyrene, polyvinyl chloride, polypropylene, high density polyethylene, and glass.

8. (original) A packaged article according to claim 1, wherein at least one of said first surface and said second surface of the substantially transparent container is arcuate in shape.

9. (original) A packaged article according to claim 1, further comprising a design on said first surface of the substantially transparent container, wherein said design is complementary to the multidimensional image.

10. (original) A packaged article according to claim 2, further comprising a liquid product in said substantially transparent container wherein said liquid product is at least semi-transparent.

11. (original) A packaged article according to claim 10, wherein the liquid product which is at least semi-transparent is selected from the group consisting of a shampoo, a conditioner, a hair rinse, a hair gel styling composition, a liquid soap, and a shower gel.

12. (original) A packaged article according to claim 10, wherein the multidimensional image is viewable by a viewer through the first surface of the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.

13. (original) A packaged article according to claim 12, wherein said viewing distance is about 30 cm to about 91 cm.

14. (original) A packaged article comprising:

- a) a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface;
- b) a lenticular label comprising a front face, a rear face, a plurality of lenticules, and a plurality of interlaced component images; and
- c) a liquid product which is at least semi-transparent;

wherein the front face of the lenticular label comprises a multidimensional image which imparts at least one visual illusion, and wherein the front face of the lenticular label is adhered in a facing relationship to the second surface of the substantially transparent container; and

wherein the plurality of interlaced component images are arranged in correspondence with the plurality of lenticules such that the multidimensional image is viewable by a viewer substantially free of distortion through the first surface of the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.

15. (original) A packaged article according to claim 14, wherein said viewing distance is about 30 cm to about 91 cm.

16. (withdrawn) A method of packaging a liquid product which is at least semi-transparent, said method comprising the steps of:

- a) providing a substantially transparent container having a longitudinal axis, a first surface, and a second surface opposing said first surface;
- b) providing a lenticular label having a front face and a rear face, wherein the front face comprises a multidimensional image which imparts at least one visual illusion;
- c) adhering the front face of the lenticular label in a facing relationship to the second surface of the substantially transparent container; and
- d) providing the liquid product which is at least semi-transparent in said substantially transparent container.

17. (withdrawn) A method according to claim 16, wherein the liquid product which is at least semi-transparent is selected from the group consisting of a shampoo, a conditioner, a hair rinse, a hair gel styling composition, a liquid soap, and a shower gel.

18. (withdrawn) A method according to claim 17, wherein the multidimensional image is viewable by a viewer through the first surface of the substantially transparent container and through the liquid product at a viewing distance which allows said viewer to perceive said visual illusion.

19. (withdrawn) A method according to claim 18, wherein said viewing distance is about 30 cm to about 91 cm.